



Where Do I Start?: Authentic Leadership Communication

Preparation: Start with Yourself

The most difficult part of your struggle to connect with stakeholders is being honest with yourself. Deep down you will know what the problem is, your approach to communication. If you are CEO, you are the face of the company internally & externally whether you like it or not.

When you always want to be right or try to make everything sound amazing, your audience will smell the bull a mile away.

Once you are honest with yourself, write down three specific goals you want to achieve.

These could be:

- Explain a new corporate strategy and receive glowing support from inside and outside your company
- Improve the atmosphere in the executive team
- Better understand what motivates your employees

Step 1: Set Aside Time

Once you are clear to yourself that you have a problem, and you know what your three specific goals are, then set aside time each week to work on it.

This could be as little as one hour a week, which you could spend, for example, responding to comments on your internal online network to better understand what drives your employees and demonstrate your interest in them.

Step 2: Involve Your Communications Team

Even if you think they aren't doing a very good job, or you've rejected their suggestions in the past, reach out to your communications team. They are the communication experts in your company and they can give you advice on your communications strategy.

And if you really don't trust them, hire a new communications head.

If you want to learn about how I can help you improve your communication success as a leader, let's have a conversation.

Contact me at [Erik S. Meyers Consulting](#)